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THE TOP NUTRACEUTICAL EVENT IN ASIA



Healthplex Expo 2018 Natural & Nutraceutical Products China 2018



About HNC

Healthplex Expo, Natural & Nutraceutical Products China (hereinafter referred to as HNC) is a trade show for nutraceutical, health food and dietary supplement business. As the best dedicated industry-chain event for the health industry in Asia, HNC will provide you with a one-stop platform to access the entire health industry.

HNC is an industry-chain exhibition co-located with a variety of leading events, including Hi China, Starch Expo and CPhI China, which gather health ingredients, starch products and pharmaceutical ingredients.

It is the ninth year that HNC will make its return to Shanghai China, acting a key meeting place for you to establish business relationship with over 21,000 industry professionals.

Why China?

- The market of health products consumption will be about RMB 400 billion (US\$60.3 billion) and the GDP of health industry will be RMB 8.5 trillion (US\$1.3 trillion) by 2020.China will become the largest health food market in the world.
- It is estimated that by 2019, the sales of health food in China will reach RMB 300 billion (US\$47.5 billion).
- Many international nutraceutical companies regard China as their growth engine and keep expanding the Chinese market in recent years. The value of imported medicine and health food increased to USD 46.2 billion in 2015. USA, Germany and Japan were the top 3 export markets of health food ingredients.



Key Statistics of HNC 2017

20,000 m² floor space

4,470+ m² overseas pavilions,
which increased by 92% compared with 2016

440 exhibitors from over 20 countries,
and the quantity of overseas exhibitors increased by 66%

21,518 total visitors from over 60 countries

60+ on-site seminars and activities

Product Categories

Health Food:

nutraceuticals, functional food, dietary supplement, organic food, sports nutrition, invigorant, vitamin, protein powder, lecithin, omega 3, spirulina and etc.

Traditional Chinese Medicine:

traditional Chinese beverage and food, ganoderma, cordyceps, ginseng, bird's nest product, wolfberry and other oral solutions, tea and wine.

Beauty Products:

oral solution, functional products, anti-aging products, cosmeceuticals and other beauty products for diet, skin-care and etc.

Health Care:

personal care, massage apparatus, inspection equipment, physical therapeutic instruments, and etc.

Third Party Services:

OEM, ODM, counseling, cooperative R & D, registration, etc.



Visitors were looking for

Dietary Supplement **14.9%**
Organic Products **12.0%**
Functional Health Food **9.4%**
Nutrition **8.6%**
Healthy Green Food **7.4%**
Traditional Chinese Medicine **6.8%**
Nutrient Fortified Food **6.8%**
Natural Products **6.5%**
Beauty Products **6.0%**
Nutraceuticals **5.0%**
Raw Material & Ingredients for Health Foods **4.0%**
Health Care Products **3.3%**
Functional Water Machine **3.0%**
Textile Products for Health Care **2.3%**
Functional Products for Sleep System **2.0%**
Others **2.0%**

Visitor Position

Marketing Manager **26.4%**
Purchasing Manager **22.9%**
Sales Manager **16.1%**
General Manager/
Deputy General Manager **14.3%**
CEO **10.1%**
Technologist **5.6%**
Association and Media **2.3%**
Quality Controller **1.2%**
Others **1.1%**



89.8%

of visitors are the decision makers
or they play a key role in purchasing.

2018 Featured Exhibitors



Contact us now to book your stand

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